

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P. O. Box 272400
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10007932-1

IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Jerry Z. Shan

Confirmation No.: 8917

Application No.: 09/849,808

Examiner: Scott L. Jarrett

Filing Date: May 4, 2001

Group Art Unit: 3623

Title: ADAPTIVE TESTING FOR CONVERSION-RELATED
ESTIMATES RELEVANT TO A NETWORK ACCESSIBLE SITE

RECEIVED
CENTRAL FAX CENTER

AUG 09 2005

Mail Stop Amendment
Commissioner For Patents
PO Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Sir:

Transmitted herewith is/are the following in the above-identified application:

- (X) Response/Amendment () Petition to extend time to respond
() New fee as calculated below () Supplemental Declaration
(X) No additional fee
() Other: _____ (fee \$ _____)

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	15	MINUS	20	= 0	X \$50	\$ 0
INDEP. CLAIMS	3	MINUS	3	= 0	X \$200	\$ 0
[] FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$360	\$ 0
EXTENSION FEE	1ST MONTH \$120.00	2ND MONTH \$450.00	3RD MONTH \$1020.00	4TH MONTH \$1590.00		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16, 1.17, 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

Jerry Z. Shan

(X) I hereby certify that this paper is being transmitted
to the Patent and Trademark Office facsimile
number (703) 872-9306 on August 9, 2005
Number of pages: 14

Typed Name: Judith E. Brow

Signature: Judith E. Brown

By

Terry McHugh

Attorney/Agent for Applicant(s)
Reg. No. 33,261

Date: August 9, 2005

Telephone No.: (650) 969-8458

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P. O. Box 272400
Fort Collins, Colorado 80527-2400

PATENT APPLICATION
Attorney Docket No. 10007932-1

IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Jerry Z. Shan Confirmation No.: 8917
Application No.: 09/849,808 Examiner: Scott L. Jarrett
Filing Date: May 4, 2001 Group Art Unit: 3623
Title: ADAPTIVE TESTING FOR CONVERSION-RELATED
ESTIMATES RELEVANT TO A NETWORK ACCESSIBLE SITE

COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, VA 22313-1450

RECEIVED
CENTRAL FAX CENTER
AUG 09 2005

AMENDMENT

Sir:

In response to the Office action mailed May 11, 2005, please
amend the above-identified patent application as follows:

Amendments to the Claims are reflected in the listing of claims which begins
on page 2 of this paper.

Remarks begin on page 7 of this paper.

I hereby certify that this correspondence is being transmitted to the United States Patent and Trademark Office
facsimile number (703) 872-9306 on the date indicated below.

Date of Transmittal: August 9, 2005

Signature Judith E. Brown
Typed Name Judith E. Brown